E-Commerce Statistics in Korea
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e-Commerce in Korea
Definition of e-Commerce

“The Buying and selling of products or services over electronic systems called computer or network”

Source: Statistics Korea
I. e-Commerce in Korea

History of e-commerce in Korea

- **1992**: Introduction to the concept of e-Commerce
- **1996**: Founded ‘iINTERPARK’, the first cyber shopping mall in Korea
- **1999**: Established and revised e-Commerce regulation
- **2013**: e-Commerce transaction (B2B, B2G) reached KRW 1,204 trillion
- **2015**: Online Shopping transaction (B2C) reached KRW 53,934 billion
I. e-Commerce in Korea

Factors of e-Commerce Vitalization in Korea

- Advanced broadband and high level of internet users
- Secured personal identity authentication
- Tightened Regulation for the Consumer Protection
- Strategic Significances of e-commerce to all sized businesses
- Well-organized postal/parcel delivery logistic services
Collection of e-Commerce Data
## II. Collection of e-Commerce Data

<table>
<thead>
<tr>
<th>Classification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>e-Commerce survey, Online Shopping Survey</td>
</tr>
<tr>
<td><strong>First Survey Year</strong></td>
<td>2001</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Quarterly(B2B, B2G), Monthly(B2C)</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>Obtain quarterly data on the size and infrastructure of e-commerce transactions, Provide basic data needed for the establishment of government policies and the management plans</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td>Nationwide</td>
</tr>
</tbody>
</table>

Source: Statistics Korea
II. Collection of e-Commerce Data

History

E-commerce Survey
(Previously known as Corporations survey)

Online Shopping Survey
(Previously known as cyber shopping survey)

1999
Nov. Made plans for the production of E-commerce Statistics

2000 ~ 2001
Apr. 2001 Approval for the statistical production (No. 10159)
Jun. 2001 Released survey results (on a quarterly basis)
Sep. 2001 Started to cover B2G e-commerce transactions
Aug. 2000 Approval for the statistical production (No. 10156)
Mar. 2001 Released survey results (on a monthly basis)

2008
Oct. Changed the survey title to the e-commerce survey
May. The survey was approved as a sample survey.
Data were released on a quarterly basis.
Dec. The survey title was changed to the Cyber Shopping Survey

2014
Cease the e-commerce survey from the first quarter of 2014
April. The survey title was changed to the Online Shopping Survey

Source: Statistics Korea
### II. Collection of e-Commerce Data

**Overview**

<table>
<thead>
<tr>
<th>Classification</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>e-commerce Survey</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Online Shopping Survey</strong></td>
<td></td>
</tr>
<tr>
<td>Applied category</td>
<td>- e-Commerce transaction subject types</td>
</tr>
<tr>
<td></td>
<td>- Korea Standard Industrial Classification(KSIC)</td>
</tr>
<tr>
<td>Legal basis</td>
<td>Article 18 of Act on Statistics(Enacted in Apr. 2001)</td>
</tr>
<tr>
<td>Institute in charge of survey</td>
<td>Statistics Korea</td>
</tr>
<tr>
<td>Subjected period</td>
<td>Every Quarter</td>
</tr>
<tr>
<td>Survey starting period</td>
<td>Last 2 weeks of the next quarter’s first month(Jan, Apr, Jul, Oct)</td>
</tr>
</tbody>
</table>

Source: Statistics Korea
II. Collection of e-Commerce Data

Survey System & Collection Methodology

E-Commerce Survey

Online Shopping Survey

Company

Regional Statistical office

Regional Statistical office

Cyber Shopping Mall
II. Collection of e-Commerce Data

Sector of Survey

Business to Business (B2B) : 1,423 companies*
- Complete enumeration survey
- Listed companies, KOSDAQ ** listed companies, Public companies, and other e-Commerce companies
- E-Marketplace (mediation typed online mall)
  (Excluding companies type of finance and insurance business, Housework service, International/foreign)

Business to Government (B2G) : 481 institutes*
- Public Procurement Service, Defense Acquisition Program Administration, Korea Post are used

Business to Customer (B2C) : 1,002 companies***
- Sampling Survey (Online shopping malls with ability to sell products over the internet)

* as of 2013
*** Korea Securities Dealers Automated Quotation
*** as of 2015
II. Collection of e-Commerce Data

Survey Tables

- **B2B**
  - Name, Website, type of industry
  - Purchased price
  - Amount of Sales etc

- **B2G**
  - Purchased price
  - Contract price of electronic bidding construction etc

- **B2C**
  - Transaction amount by types
  - Payment and shipping methods etc
II. Collection of e-Commerce Data

Non-collected Data Processing

Preliminary Processing

- Remaining same as previous quarter’s data and revising correct data after the data is set (note 「P」)

Non-response Processing

- Remaining same as previous quarter’s data
- Deleting from the list if continually non-response (over 3 months)
Output of Survey
### III. Output of Survey

#### Output of data collection (B2B)

<table>
<thead>
<tr>
<th>Type</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Transaction of B2B</td>
<td>-</td>
</tr>
</tbody>
</table>
| B2B e-Commerce Transactions by Domination Type| ① Buyer-driven type  
                          ② Supplier-driven type  
                          ③ Intermediary-driven type |
| B2B e-Commerce Transactions by industry       | ① Manufacturing  
                          ② Electricity gas and water supply  
                          ③ Construction  
                          ④ Wholesale& retail trade  
                          ⑤ Transportation  
                          ⑥ Information and Communications  
                          ⑦ Others |

Source: Statistics Korea
III. Output of Survey

Output of data collection (B2G)

- Purchase of goods & services
- Construction contract
### III. Output of Survey

#### Output of data collection (Online shopping(B2C, C2C))

<table>
<thead>
<tr>
<th>Type</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total online shopping Transactions</td>
<td>B2C, C2C and others*</td>
</tr>
</tbody>
</table>
| Transaction Value by group of commodities | 1. Computer and computer-related appliances  
2. Home electric appliances · electronic · telecommunication equipment  
3. Software  
4. Books  
5. Office appliances and stationery  
6. Music CDs & disks· videos· musical instrument  
7. Clothing  
8. Footwear  
9. Luggage  
10. Fashion and Accessories  
11. Sports and leisure appliances  
12. Cosmetics  
13. Goods for infants and children  
14. Food and Beverages  
15. Agricultural and fishery products  
16. Household goods· motor vehicle part and accessories  
17. Furniture  
18. Pet Products  
19. Travel arrangement and reservation services  
20. Miscellaneous services and others |

*including B2B and B2G from Online shopping

Source: Statistics Korea
Dissemination of result
IV. Dissemination of Result

Thank you!